

RETAIL FURNITURE STORE CONFIGURATION AND METHOD

Abstract of the Disclosure:

A furniture and related product marketing concept includes providing a furniture store with an arrangement in which aisles end in terminal furniture groupings selected and arranged so as to attract customers of different lifestyles to respectively different areas of the display area of the store. At these areas, 5 one or more sections of the display floor space are each configured as a pod in which a plurality of furniture groupings arranged as a plurality of rooms of a single house or residence is decorated with products to appeal to persons of the lifestyle attracted by the terminal furniture groupings. The products may include furniture, decorating materials and services for providing wall, floor and window 10 coverings, accessories and other household lifestyle products compatible with the styles of the pod furnishings and likely to be of interest to customers of the respective lifestyles.